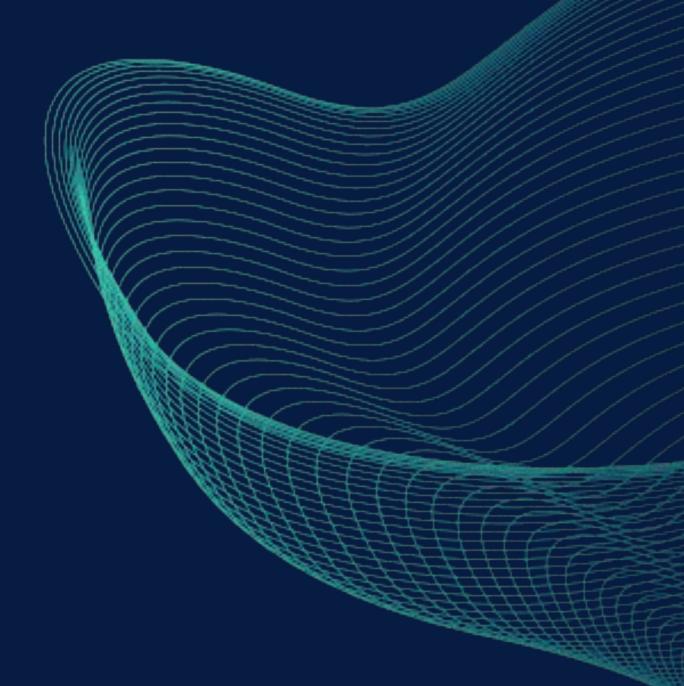


# Email Marketing Campaign

Gather Voices' webinars attracted strong leads, but they needed a strategy to convert them. We created targeted email sequences to nurture attendees into sales-ready prospects.





### Gather Voices Lead Nurture Email Marketing Campaign

#### Program Overview

Gather Voices' webinars generated leads, but many weren't converting. We created personalized email nurture sequences to keep prospects engaged and move them toward sales.

#### Objectives

- Convert webinar attendees into marketing-qualified leads
- Deliver contextually relevant follow-up content
- Increase engagement to drive more sales conversations

### What We Did

Our email strategy focused on:

- Tailored nurture sequences aligned with each webinars' topic
- Values-based messaging addressing attendee pain points
- HubSpot automation to engagement over time
- Performance monitoring and optimization to continuously improve future sequences
- HubSpot automation to efficiently deliver emails and track

### Results

The optimized email nurture sequences significantly improved lead **engagement** and **conversions** to sales-qualified leads.



**199% lift in unique clicks** More recipients engaged with the content



### 200% increase in click rate

Higher intent from prospects



### 11% decline in unsubscribe rate

Improved retention through relevant messaging

#### Hi Friend,

It was great to hang out with so many of you at our recent conversation with <u>Tony Rossell</u>. We discussed:

- The reasons why many organizations struggle to grow their membership
- Best practices for meeting evolving members' needs and delivering significant recurring revenue
- Key themes from the book <u>Membership Recruitment: How to Grow</u> <u>Recurring Revenue, Reach New Markets, and Advance Your Mission</u>
- A sneak peek at the 2022 <u>Membership Marketing Benchmarking</u>
  <u>Report</u> from Marketing General Incorporated

You can catch the entire replay of the conversation anytime <u>using this link</u>.



I'd love to hear from you! If you have any feedback on the webinar, additional questions to ask, or would like to recommend a topic for a future webinar, please <u>feel free to reach out</u>.

Sincerely, <u>Michael Hoffman</u> CEO, Gather Voices



Gather Voices, 4245 Knox Avenue, Chicago, IL 60641 Unsubscribe Manage preferences

## Schedule a **Discovery Session**

Let's do this!

Reach Out Anytime:



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